



# Innovation Strategy & Framework

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# Our Innovation Strategy



CORPORATE STRATEGY MAP



INNOVATION STRATEGY MAP

- It's aligned with our corporate strategy
- We're aiming to be a globally leading innovative organization by 2021.
- We're doing this by encouraging innovation within the Chamber (through trainings, challenges etc.) and among the business community (through our innovation index, innovation award etc.)

# Our Framework



- It has been developed in line with leading global frameworks such as the European Committee for Standardization and the Mohammed bin Rashid 4th Generation Government Excellence Model.
- It covers three key areas that we need to address in order to be a truly innovative organization

# Leadership & Strategy

## 1 LEADERSHIP & STRATEGY

### 1.1 LEADERSHIP:

- Quantified Innovation Vision
- Leadership & Top Management Commitment
- Leadership fostering an innovation Culture

### 1.2 STRATEGY:

- Analysis of the Environment (Risks and Opportunities)
- Innovation Strategic and Operational Plan (objectives, KPIs, targets, initiatives)
- IP, collaboration & Commercialization Policies
- Organizational Alignment



- Leadership has provided a vision and commitment
- They will also help in fostering a culture of innovation
- Our strategy was based on analyzing the environment and the organization before creating relevant plans

# Organization & Process

## 2 Organization

### 2.1 ORGANIZATION:

- Roles & Responsibilities (HRpolicy)
- Communication & Awareness

### 2.2 PROCESS:

- Innovation Process
- Innovation Accounting



- We have identified roles and responsibilities within the organization to drive our innovation strategy
- We have also developed a communication and awareness plan
- In the coming months we are developing the innovation process and how this will be measured

# Resources & Culture

## RESOURCES & CULTURE

### 3.1 RESOURCES:

- Equipment & Systems
- Financial support
- Documentation

### 3.2 CULTURE:

- Rewards, recognition & participation
- Innovation competence
- Collaboration, risk taking and failure culture



- We are developing new equipment and systems to enable innovation at the Chamber
- We are also using challenges, trainings and other means to encourage innovation
- In the future we will be developing innovation competencies and a risk taking culture

In line with its strategy and align with the innovation vision, Dubai Chamber of Commerce & Industry (herein referred to as "Dubai Chamber") aims to establish and maintain the highest standards of Innovation Management complying with ISO 56002:2019 requirements. This will assist in: enhancing stakeholder satisfaction; improving the Chambers innovation management and culture; reducing risks and costs; improving performance management and productivity and contributing to the vision of Dubai with relevant laws & standards.

Dubai Chamber has developed the innovation policy to cover strategic HR, intellectual property and collaboration. Therefore, Dubai Chamber is committed to:

- Strive to foster creativity, learning, dissemination of knowledge and innovation activities;
- Encourage open interaction, consider ethical and sustainability aspects; among all concerned parties to satisfy applicable requirements;
- Provide a framework for setting innovation strategy and objectives;
- Consider innovation management principles within chamber workflow;
- Allow all concerned parties to access relevant information from management;
- Periodically review, revise and improve this policy and communicate to all concerned parties.

As for the intellectual property, Dubai Chamber is committed to:

- Monitor and identify developments in national and international laws related to IP originators, protection and registration;
- Train and educate on IP management matters if necessary;
- Manage IP usage, creation and control of related risks.

Finally, regarding collaboration, Dubai chamber is committed to:

- Broadcast challenges and motivations for ideas and problem solving among all concerned parties;
- Identify the needs and expectations of all interested parties (internal and external);
- Encourage persons and groups (with a diversity of perspectives) to collaborate to develop ideas;
- Strive to foster colleague collaboration and create a sense of common purpose, team building, encourage cross-team support, provide clear expectations; awareness of the need of collaboration across different stakeholders;

